



Boldly Exploring Leadership & Public Policy

Nov. 2–4, 2022 • St. Augustine, Fla.

NCSBN Leadership and Public Policy Conference

Commemorating the 50th anniversary of President Kennedy’s Moonshot speech, this unique and empowering three-day experience will inspire regulators to hone their leadership, negotiating, problem-solving, communication and crisis-management skills. The conference culminates with a trip to the John F. Kennedy Space Center, NASA’s primary launch center of human spaceflight, where attendees will have an in depth discussion with veteran astronaut Don Thomas, PhD and tour sites that have significantly changed science and public policy.

This conference is intended for executive officers, board members and others interested in legislation and public policy.

Objectives:

1. Explore legislative opportunities at nursing regulatory bodies.
2. Identify legislative strategies and opportunities for advancing legislation.
3. Apply advanced skills in communication and negotiation to policy challenges at nursing regulatory bodies.

Agenda*

Wednesday, Nov. 2

11:00 am – 4:00 pm

Registration

12:00 – 1:00 pm

Lunch

1:00 – 2:00 pm

Kennedy’s Romantic Moon

John Jordan, PhD
Associate Professor, Department of Communication, University of Wisconsin-Milwaukee

This presentation will explore President John F. Kennedy’s decision to make the dream of putting a man on the moon a reality. This session will explore the use of persuasive communication, inspiration and brave leadership.

2:00 – 2:15 pm

To the Capitol and Beyond! Taking Policy Risks

Maryann Alexander, PhD, RN, FAAN
Chief Officer, Nursing Regulation, NCSBN

2:15 – 2:30 pm

Break

2:30 – 4:00 pm

Communication in a Crisis

Timothy Sellnow, PhD
Professor and Associate Director of Graduate Studies, Research and Creative Activity, University of Central Florida

Deanna Sellnow, PhD
Professor and Assistant Director of Communication Programs, University of Central Florida

4:30 pm

Shuttles to Dinner and Presentation

Shuttles will leave the hotel at 4:30 pm to the Lightner Museum for dinner. Please meet outside the hotel.

5:00 pm

Dinner and Presentation Lightner Museum

Lily Koppel, Author
The Astronaut Wives Club
(book signing)

Agenda continued on the following page...

Agenda*, continued

Thursday, Nov. 3

8:00 am – 5:00 pm

Registration

8:00 – 9:00 am

Breakfast

9:00 – 10:00 am

Building a Coalition for Success: Floridians Unite for Health Care

Teye Carmichael, JD
Smith, Bryan & Myers

Nicole Livanos, JD, MPP
Associate Director, State Advocacy & Legislative Affairs,
NCSBN

10:00 – 10:15 am

2023 NCSBN Campaigns

MollyMaeve Lusk
Coordinator, State Advocacy & Legislative Affairs, NCSBN

Nicole Livanos, JD, MPP
Associate Director, State Advocacy & Legislative Affairs,
NCSBN

10:15 – 10:30 am

Break

10:30 am – 12:00 pm

Practical Pointers for Improving your Negotiation Results

Joan Stearns Johnsen, JD
Senior Legal Skills Professor, Levin College of Law,
University of Florida

12:00 – 1:00 pm

Lunch

1:00 – 2:00 pm

Leadership Lessons from Mission Control

Ginger Kerrick
First Latina Director of NASA Mission Control and 30-Year
Veteran of the Johnson Space Center; Chief Strategy
Officer of Barrios Technology

2:00 – 2:15 pm

Break

2:15 – 3:15 pm

Full Practice Authority in the Sunflower State - Panel Discussion

Josh Svaty, Panel Moderator
Partner, GencurSvaty Public Affairs

Elizabeth Patton
State Director, Americans for Prosperity-Kansas

Michelle Knowles, APRN, FNP-BC, FAANP
Leadership Strategy Team Member, Kansas Advanced Practice
Nurses Association

Alan Cobb, JD, MPA
President and CEO, Kansas Chamber

3:15 – 4:15 pm

Embracing Risks

June Scobee Rodgers, PhD
Founding Chair, Challenger Center

June Scobee Rodgers, founding chair of Challenger Center, is the widow of Challenger Space Shuttle Commander Richard “Dick” Scobee. In memory of the “Teacher in Space” mission, June founded Challenger Center for Space Science Education to foster a new generation of “star challengers” — young people who will reach for the stars no matter their circumstances.

Friday, Nov. 4

Visit to the Kennedy Space Center

If you will be attending the Kennedy Space Center, please bring your luggage with you as we are not returning to the Embassy Suites. The final drop off will be leaving the Kennedy Space Center for Orlando International Airport at 1:00 pm.

6:30 – 6:45 am

Boxed Breakfast

6:45 – 7:00 am

Buses depart Embassy Suites for the Kennedy Space Center

Agenda continued on the following page..

Agenda*, continued

9:30 am

Guests arrive at Kennedy Space Center

9:45 am – 12:00 pm

Tour

Go behind the gates of NASA and tour active launch pads. Stand nose-to-nose with space shuttle Atlantis, a ship like no other that took us to space and back for 30 years. Get a jaw-dropping, up-close look at the mighty Saturn V, which launched humans to the moon, fulfilling the dreams and imagination of humankind.

12:00 – 1:00 pm

Lunch

Lunch and Q&A in the West Atlantis Pavilion with guest speaker, veteran astronaut, Don Thomas, PhD.

1:00 – 1:15 pm

Buses depart Kennedy Space Center for Orlando International Airport

2:00 pm

Estimated arrival at Orlando International Airport

Registration Information

Registration must be submitted [online](#) by **Oct. 12, 2022**.

The registration fee for the conference is \$350 per person. The registration fee for NCSBN member is \$250 per member representative (NCSBN members are staff or board members of U.S. nursing regulatory bodies, exam user members and associate members).

Registration includes all sessions, dinner, continental breakfasts, lunches, refreshment breaks, Kennedy Space Center and meeting materials.

The registration deadline is **Oct. 12, 2022**. The capacity for the conference is 100 attendees and is on a first-come, first-served basis. Online registration will stop once capacity is reached; a wait list will then be started.

Registration may be paid by credit card. Payment is due by **Oct. 12, 2022**.

If you do not receive correspondence from the NCSBN Meetings department within one week of submitting your registration, please contact NCSBN Meetings at 312.525.3639 or via [email](#).

Cancellations

Registration cancellations must be received by **Oct. 12, 2022**. No refunds will be provided after this date. Attendees must contact NCSBN Meetings via [email](#) to cancel.

Attendees are responsible for cancelling all flight and

hotel arrangements. Failure to cancel a hotel reservation 24 hours prior to scheduled arrival may result in being charged one-night's stay.

Meeting Cancellation Policy

In the event of a cancellation of the program by NCSBN, you will receive a refund of your registration fee. NCSBN is not responsible for any other costs, expenses or damages incurred by a program registrant as a result of any cancellation of the program, including without limitation any nonrefundable airfare or lodging deposits.

Accommodations

Embassy Suites St. Augustine Beach Oceanfront Resort

300 A1A Beach Boulevard

St. Augustine Beach, FL

904.461.9004

Check in time: 4:00 pm

Check out time: 11:00 am

To reserve your hotel room:

1. Call 904.461.9004 referring to **NCSBN room block** in order to receive the NCSBN guest room rate; or
2. [Book online](#).

The cut-off for the room block is Oct. 27, 2022 or until the block is full, whichever comes first.

Registration Information, continued

Room Rate: **\$229** USD Single/Double
Rate is subject to a 17.4% state and local tax (subject to change).

Failure to cancel a hotel reservation 24 hours prior to scheduled arrival may result in being charged one-night's stay.

Transportation

Airport: Arrival

Jacksonville International Airport (JAX):

Plan on approximately 1 hour in travel time from the airport to the hotel depending on arrival time.

Airport: Departure

Orlando International Airport (MCO):

Plan on approximately 1 hour travel time from the Kennedy Space Center to the airport.

Taxi

Taxi service is available via the taxi pickup station on the Lower Level outside Baggage Claim. No reservations are required for arriving passengers. A one-way fare to St. Augustine Beach is approximately \$95–125 and takes about one hour.

Rideshare

Lyft/Uber are authorized to provide pick-up services at JAX. Passengers can make a request once they are located on the terminal curbside. The airport fee applies to pick-ups only. Signs that state "App-Based Rides Service" are positioned on the Lower Arrival Curb outside Baggage Claim Door 3 and to the right. Always confirm that you are getting in the correct vehicle with the designated driver shown on the app.

Attire

Business casual attire is appropriate for all meeting functions. Meeting room temperatures fluctuate; dress in layers to ensure your comfort.

Video/Photography Policy

NCSBN plans to take photographs and/or capture video at the 2022 NCSBN Leadership and Public Policy Conference and reproduce it for use in NCSBN educational, news, marketing or promotional material,

whether in print, electronic or other media, including but not limited to the NCSBN website. By attending and/or participating in the 2022 NCSBN Leadership and Public Policy Conference, you grant NCSBN the right to use your image, audio and/or video for such purposes. All media taken at the event becomes the property of NCSBN and may be displayed, distributed or used by NCSBN for any of the above-described purposes.

COVID-19 Vaccination Meeting Attendance Requirements

NCSBN is committed to protecting the health and safety of its staff, members and other individuals who attend NCSBN conferences and meetings in-person. Accordingly, effective December 2021, all in-person attendees at any NCSBN conference or meeting will need to provide proof that they are fully vaccinated against COVID-19. An individual is considered "fully vaccinated" if at least two weeks have passed since the individual's receipt of the second dose of an FDA approved two-dose COVID-19 vaccine or since the individual's receipt of the first dose of an FDA approved single-dose COVID-19 vaccine.

Instructions regarding the proof of fully vaccinated status that will be accepted and how to submit that information for review will be provided prior to the start of the meeting.

Individuals who are not fully vaccinated one day prior to an NCSBN in-person meeting or conference, or who have not by that date submitted appropriate proof of their fully vaccinated status as required, will be not be permitted to attend in-person.

Speaker Disclaimer

The views expressed in presentations and written materials delivered at NCSBN meetings or other NCSBN events are those of the speaker or author and not, necessarily, of NCSBN. Presentations and materials delivered at NCSBN events do not constitute an endorsement of the speaker's or author's views, products or services.

Continuing Education

CE provider number/expiration date: AL BON-ABNP1046, expiration date- July 2023.